

SOUTH AFRICAN

INFORMED • INNOVATIVE • INSPIRED

HOME OWNER

WELCOME HOME

RATES 2020



“

9 OUT OF 10
READERS ARE
DECISION MAKERS IN
THEIR HOMES & OWN
THEIR OWN HOMES

USED FOR
INSPIRATION AND
IDEAS ON BUILDING,
RENOVATING,
PLANNING AND
DECORATING

MANY READERS KEEP
THEIR MAGAZINES FOR
FUTURE REFERENCE

READERS ARE
TECHNOLOGICALLY SAVVY
AND HIGHLY EDUCATED

CONNECTS WITH
READERS ON A
PERSONAL LEVEL

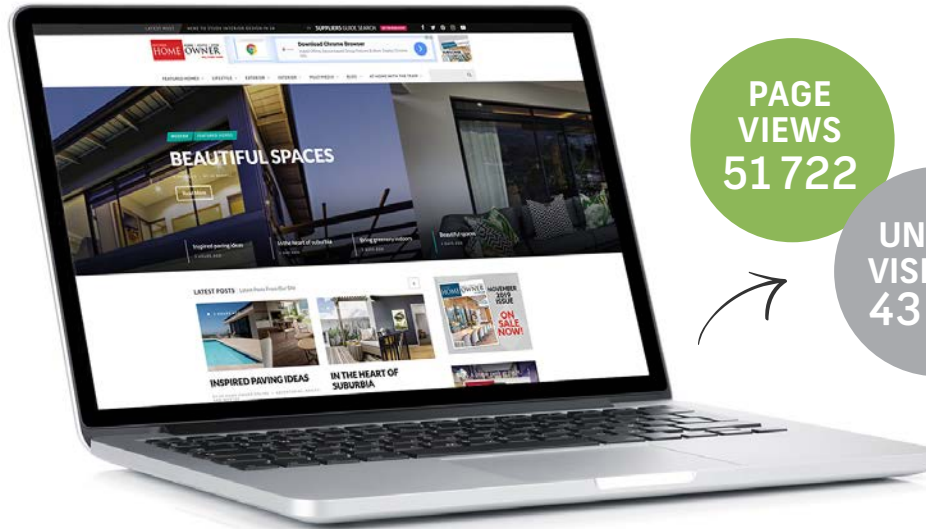
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ONLINE & SOCIAL MEDIA RATES

WHY ADVERTISE ONLINE

The SA Home Owner website, www.sahomeowner.co.za, has an average of 51 722 page views per month, and 43 936 unique visitors. SA Home Owner is supported by strong social media, with 270 468 Facebook fans and 28 428 Instagram followers. Visit www.facebook.com/sahomeowner, and www.twitter.com/SAHomeOwner.

- We aim to provide added value to our readers via the convenience of additional content, online.
- The website provides a platform for our readers to comment and interact with the brand.
- Readers have the opportunity to easily browse through pictures that were not available in the magazine and enter into a variety of great competitions.



PAGE
VIEWS
51 722

UNIQUE
VISITORS
43 936



270 468
FOLLOWERS



28 428
FOLLOWERS

CUSTOMISED CAMPAIGNS & SPONSORSHIP OPPORTUNITIES

Customised campaigns can include the following elements: Ad banners, competitions, website posts, Facebook competition tabs and Facebook and Twitter posts.

BANNERS (cost/1 000 impressions: CPM)

Leaderboard: R550/1 000

Island/medium rectangle: R680/1 000

Wallpaper: price on request

Newsletter masthead banner

R7 350 per newsletter

* Early settlement discount applies. Rates exclude VAT

* Arena Holdings, the publisher of SA Home Owner, and/or the online editor have the final right to approve, decline or withdraw any advertising material before and during placement.

SOCIAL MEDIA

Facebook post linked to a digital on www.sahomeowner.co.za
Digital plus Facebook post: **R12 600** each

Twitter: Once-off tweets: **R735** each

Instagram: Once-off tweets: **R1050** each

PRODUCTION FEES

We have the facilities to create your online ad for you

R550 p/h standard HTML

R690 p/h Flash animation

All prices exclude VAT.

SUPPLIERS DIRECTORY

A comprehensive online directory of South African suppliers for home and decor products and services.

- 1 Month: **R610**
- 6 Months: **R3 000**
- 12 Months: **R5 150**

DIGITAL AD SPECS

LEADERBOARD
728 x 90 px

**ISLAND/
MEDIUM
RECTANGLE**
300 x 250 px

HALF PAGE UNIT
300 x 600 px

THESE GREY BOXES
ONLY INDICATE SHAPE
NOT ACTUAL SIZE.

To see Terms & Conditions, please visit www.sahomeowner.co.za

TERMS OF ACCEPTANCE

1. The advertiser agrees to be bound by these Terms of Acceptance with respect to all or any publications whose advertising is owned or managed by Arena Holdings (Pty) Ltd and further agrees that it shall be bound by the provisions of Arena Holdings (Pty) Ltd Rate Card ("the Rate Card") for the publication in question as it pertains to all matters set out therein, including but not limited to the rates for advertisements, technical specifications, material requirements, submission deadlines and cancellation deadlines, and cancellation conditions.
2. All copy for advertisements/advertorials is subject to the approval of Arena Holdings (Pty) Ltd, who also reserves the right to decline or cancel any advertisements/advertorials or series of advertisements/advertorials.
3. No responsibility will be accepted by Arena Holdings (Pty) Ltd for loss arising from typographical or other errors. Arena Holdings (Pty) Ltd responsibility is limited to industry standard scanning and printing quality. Arena Holdings (Pty) Ltd is not responsible for any apparent discrepancy in this regard and advertisers are not exempt from liability for the full insertion price reflected on orders and/or copy instructions, should an error have occurred.
4. It is an advertiser's responsibility to supply material suitable for space bookings by Arena Holdings (Pty) Ltd copy deadlines as set out in the Rate Card for the publication in question. If copy is not forthcoming, Arena Holdings (Pty) Ltd has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the advertiser.
5. Arena Holdings (Pty) Ltd accepts no responsibility for incorrect material supplied.
6. Arena Holdings (Pty) Ltd will use its best endeavours to place the advertisement correctly as requested by the advertiser but will not be liable for any loss of profits or damages suffered by the advertiser as a result of their failure to do so and any failure in this regard will not entitle the advertiser to withhold payment of the account rendered in any respect. Arena Holdings (Pty) Ltd shall be exempt from any liability arising from force majeure or where performance of its obligations is prevented by circumstances outside its control.
7. While an enquiry service number may be supplied, this in no way forms part of the contract. Arena Holdings (Pty) Ltd is not responsible for an omission of an enquiry number, nor the failure to supply the advertiser with enquiries. The advertiser may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
8. Whilst every effort will be made to place advertisements/advertorials/insertions in requested positions, no guarantees can be given. The placement of advertisements/advertorials/insertions is at the sole discretion of the Editor. A guarantee of position is subject to a surcharge being paid by the advertiser as required by the publication in question, otherwise no guarantees will be given.
9. Verbal cancellation will not be valid; only a written cancellation confirmed by Arena Holdings (Pty) Ltd will serve as notice.
10. Series rates quoted apply only to firm orders, and insertions must be taken up within a 12 (twelve) month period unless otherwise arranged. Where the number of insertions does not justify the series rate a surcharge will be made. Series rates are subject to rate increases which may be announced from time to time.
11. Should Arena Holdings (Pty) Ltd agree in its sole discretion to make up, or complete, an advertisement for an advertiser, then all Arena Holdings (Pty) Ltd production costs will be for the account of the advertiser as per Arena Holdings (Pty) Ltd advertiser service rates. This includes all photography and layout expenses.
12. All amounts payable are due simultaneously with the confirmation of order, save where Arena Holdings (Pty) Ltd has approved, in writing, an account for the advertiser, in which event:
 - 12.1. Payment is required within 30 (thirty) days from date of statement, unless otherwise agreed in writing;
 - 12.2. Arena Holdings (Pty) Ltd reserves the right to suspend services if payment is not received on due date;
 - 12.3. Nothing herein contained shall be interpreted as obliging Arena Holdings (Pty) Ltd to afford the advertiser any indulgence to effect payment after due date;
 - 12.4. All overdue accounts will bear interest, at an interest rate being, if the National Credit Act, 2005 ("NCA") applies to this agreement, the maximum permitted interest rate as determined by the NCA or any regulations thereto, or otherwise the rate of 2% (two percent) per month, which interest shall be, the interest to be capitalised monthly, subject to the provisions of the NCA and its regulations, if applicable;
 - 12.5. In the event of Arena Holdings (Pty) Ltd instructing its attorneys to collect any amounts, all legal fees and collection charges, determined as the maximum permitted fees and charges in terms of the NCA and its regulations, if the National Credit Act, 2005 ("NCA") applied to this agreement, or otherwise a collection commission of 20% (twenty percent) of the amount outstanding, tracing agents' fees, and legal fees as between attorney and advertiser, shall be borne by the advertiser.
13. Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collection/tracing fees and charges, thereafter to interest and finally to capital.
14. A certificate under the hand of any director, manager or accountant of Arena Holdings (Pty) Ltd whose valid appointment need not be proved by Arena Holdings (Pty) Ltd, in respect of any indebtedness of the advertiser to Arena Holdings (Pty) Ltd or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the advertiser's indebtedness to Arena Holdings (Pty) Ltd and prima facie evidence of such other fact, and prima facie evidence of the services rendered, for inter alia the purpose of summary judgment.
15. In all cases where the advertiser uses the postal service or any other service to effect payment, such service shall be deemed to be the agent of the advertiser.
16. Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual who signs any order as contemplated herein shall hereby bind himself/herself as co-principal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with and shall bind himself/herself to the provisions of these Terms of Acceptance, mutatis mutandis.
17. The advertiser agrees that these Terms of Acceptance constitute a valid contract with Arena Holdings (Pty) Ltd and certifies that all information given herein by him/her/it to the representative of Arena Holdings (Pty) Ltd is true and correct.
18. The agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. Arena Holdings (Pty) Ltd is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the advertiser, but this does not preclude Arena Holdings (Pty) Ltd at its own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the advertiser.
19. All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by Arena Holdings (Pty) Ltd, and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
20. No concession, latitude or indulgence allowed by Arena Holdings (Pty) Ltd to the advertiser shall be construed as a waiver or abandonment of any of its rights hereunder.
21. In the event that any of the terms of these Terms of Acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.